

**FORT LAUDERDALE COMMUNITY REDEVELOPMENT AGENCY (CRA)  
8<sup>TH</sup> FLOOR CONFERENCE ROOM  
CITY HALL**

**Tuesday, November 19, 2002**

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Mayor Naugle called the meeting to order at approximately 3:14 p.m. Roll was called and a quorum was present.

Present: Mayor Naugle  
Commissioner Cindi Hutchinson  
Commissioner Gloria F. Katz  
Commissioner Carlton Moore  
Commissioner Tim Smith

Absent: None

Also Present: City Manager  
City Attorney  
City Clerk

**Approval of Minutes**

**Motion** made by Commissioner Moore and seconded by Commissioner Hutchinson to approve the minutes of the October 8, 2002 CRA meeting.

Roll call showed: YEAS: Commissioners Katz, Smith, Moore, Hutchinson, and Mayor Naugle. NAYS: None.

**Dynamic Perceptions, Inc. Presentation**

Kim Jackson, Director of the CRA, stated that they had contracted with Arlene Allen Mitchell of Dynamic Perceptions to work on marketing components in connection with CRA projects and initiatives. One of the matters she was working on was the CRA graphic so it could be placed on their signs, and as a matter of courtesy they showed it to various boards and wanted the Commission to review two that they were working on.

Arlene Allen Mitchell stated that their first task was to develop a logo or identity for the CRA signage program for construction projects. She explained that five designs had been showed to staff and the CRA Board, and two were selected. She presented the two designs for the Commission's review. She also stated that they had chosen colors that were exciting and would capture the spirit of what was happening in the CRA district.

Ms. Mitchell stated they were also developing proposals to assist the CRA in getting media coverage and exposure for some of their projects.

Ms. Mitchell stated they were also planning a reception at the end of January or early February to invite investors, brokers, and interested parties and bring them up to date on what was happening and get them interested in the projects. She also advised that they were developing a newsletter that would be geared to stakeholders and interested parties.

Mayor Naugle stated that the red, white and blue logo of the City needed to be included on the CRA graphic. Ms. Jackson stated that some of the larger prototypes that had been shown to the Advisory Board contained the City's logo at the bottom. Mayor Naugle stated that whatever was done needed to

contain the City's logo because it was a recognized brand.

**Action:** The City Commission agreed with the Advisory Board's choice, and that the City's logo be included on the signs.

Commissioner Moore stated that he felt it was good to brand the redevelopment area and they needed as much exposure as possible to increase interest. He felt the signs needed to be larger than the standard size. Mayor Naugle reiterated that the signs needed to be in accordance with the Code. Commissioner Moore stated that he was requesting signs larger than Code for the opportunity of advertising. Mayor Naugle stated that the City had to comply with the ordinance which was in effect and they needed to be very careful.

Ms. Jackson stated the sign requirements were 4' x 8'.

Mayor Naugle stated that the City had to play by the same rules, and in regard to the size of the Konover site, possibly they could obtain a variance.

Commissioner Moore stated that larger signs be used for CRA redevelopment projects.

Brenda Kelley, CRA Officer, stated they were requesting a maximum of 50 sq. ft. Commissioner Moore reiterated that a resolution be proposed by the CRA for larger signs. Ms. Jackson stated that they had requested larger signs before the Planning and Zoning Board, and concerns were addressed. She explained they were attempting to promote their properties and branch them and wanted to make a statement.

Mayor Naugle asked the City Attorney if the City needed to comply with the ordinances.

The City Attorney stated that the City should never ignore its ordinances, but he would look at what procedure would have to be followed in order to grant itself a variance.

**Action:** As discussed.

### **Bob Young/Lennar Homes**

**Motion** made by Commissioner Moore and seconded by Commissioner Hutchinson to approve this item.

Commissioner Katz asked for further explanation regarding Exhibit No. 1 in regard to the \$158,000 being added for density reduction.

Ms. Jackson stated that when this project was introduced a few months ago, part of the pro forma included a line item called "Density Reduction" because the owner Bob Young owned the parcels in the Development Agreement. He intended to sell some of them to Lennar. She stated that CRA's request was for single-family homes on each lot even though townhomes had originally been proposed. The ability for him to go much larger existed and in essence he was saying if he was going to sell his land for less than its value, he wanted compensation. Therefore, built into the pro forma was the density reduction in which the CRA agreed to get the single-family homes as desired.

Commissioner Katz asked if included in the agreement was a clause that would prevent someone from buying the house, "flipping it," and selling it for a profit. Ms. Jackson stated there was nothing in the agreement that would limit any market conditions, and there was no price cap.

Commissioner Smith stated that since they were subsidizing, shouldn't the first owner be required to live at the property for at least one year. Commissioner Katz reiterated that the whole idea was to make it

affordable for the people in the area. Ms. Jackson stated it was a risk factor, but she did not believe there was a lot of development interest in the area. She felt that in future deals and as the market stabilized, she felt they would be in more of a position to do that.

Commissioner Moore stated that it was their desire to see the properties owner/occupied. He stated that many times he had told the community that they needed some greed in the northwest, and not a bunch of social causes.

Lisa Maxwell, Director of Redevelopment for Lennar Homes, stated that they had a lot of interest in these homes and the individuals who reviewed the floor plans were creditable residents of the community. They did not believe that these properties would become rentals.

Commissioner Moore stated that because of the African-American Research Library and the incentives on the table for the Sistrunk Corridor, he felt a lot of individuals were interested in returning to the community. He felt this was a very positive thing and if Mr. Young had not asked for the density reduction, the property could have been 72 units to the acre. He stated this was the first time in the City's history that the nation's largest builder was interested in building in an African-American Community.

Stan Brown, Chairman of the CRA Advisory Board, stated that great discussions had occurred regarding the elevations. He explained that five elevations had been submitted, and one caused a great deal of concern within the group and it was recommended that particular elevation not be offered to the public. Elevations were shown for the project. The Canterbury was the elevation which caused great concern.

Commissioner Moore felt the matter should be left open to the purchaser. David Damerau stated that since they were investing \$800,000, they wanted the best product for the area. Ms. Maxwell stated that the Canterbury was actually the most popular choice, but they could check their files and see what else might be available in its place. Stan Brown stated they were more interested in the street scene, than the interior. Ms. Maxwell further stated that the lots were very deep and were at least 25' back.

Commissioner Smith suggested that possibly only 25% of the homes be the Canterbury and it would be on a first-come, first-serve basis.

Commissioner Moore stated that if the developer could offer the same amount of square footage in a single-story home, he would encourage them to do so in accordance with the recommendation of the Advisory Board. If not, he preferred to let the buyer purchase what they desired.

Mayor Naugle asked what the prices were on the units. Ms. Maxwell stated that the smallest began at \$129,900 and the largest cost \$200,000. Mayor Naugle proceeded to ask what the City's subsidize amount was per unit. The City Manager stated the subsidy was \$80,000 per unit.

Commissioner Moore felt that was the wrong way to put the analogy on this because the City was not subsidizing each lot, only the infrastructure to help this happen, such as the seawall, sewers, and the opportunity for the return of the density loss by the developer.

Commissioner Katz stated they wanted quality housing, and the Advisory Board felt the street exterior was very important, and this should be considered.

Roll call showed: YEAS: Commissioners Katz, Smith, Moore, Hutchinson, and Mayor Naugle. NAYS: None.

**Action:** Decision to be made by the District Commissioner as to Canterbury Model.

**Dorsey Phase II - Infill Home Project Development**

**Motion** made by Commissioner Moore and seconded by Commissioner Hutchinson to approve the request for proposals.

Roll call showed: YEAS: Commissioners Katz, Smith, Moore, Hutchinson, and Mayor Naugle. NAYS: None.

**Action:** Approved.

**Tax Increment Funds (TIF) for the Children Services Council**

**Motion** made by Commissioner Moore and seconded by Commissioner Hutchinson to approve authorization.

Commissioner Hutchinson asked if this was going before the CRA Board.

Ms. Jackson stated that the request had not been done properly, and it would have to be requested differently. She recommended that they follow the procedure to exempt them. If she received the go ahead from this Board, she would go back to the other eight CRAs and form a consensus and work through the process.

Roll call showed: YEAS: Commissioners Katz, Smith, Moore, Hutchinson, and Mayor Naugle. NAYS: None.

**Action:** Approved.

**OB - Bank of America**

**Motion** made by Commissioner Smith and seconded by Commissioner Moore to approve.

Mayor Naugle asked if this had gone before the Board. Ms. Jackson stated the Board was aware of this and it would go from 30 up to 50.

Commissioner Smith asked when they expected to start building. Ms. Jackson stated that the groundbreaking would be in January, and she stated that they still had to go through the permitting process.

Commissioner Moore thanked everyone for their efforts and hard work in this matter.

Roll call showed: YEAS: Commissioners Katz, Smith, Moore, Hutchinson, and Mayor Naugle. NAYS: None.

There being no further business to come before the CRA, the meeting was adjourned at approximately 3:45 p.m.